

THE LATEST GIFTS FOR YOU

THE 'BALANCE-BLEND' FLOUR



FOR
LIGHT
HEARTED
COOKING

FRENWITE

WELLCOME INSTITUTE LIBRARY	
Coll.	wellcome
Coll.	pan
No.	QT 235
	1 9 3 *
	F 87 b



FRENLITE

"BALANCE-BLEND"

N.B. There is no coupon with "Balance-Blend" Flour in the Handkerchief bag. Please ask for "Frenlite" Flour.

This List cancels all previous issues.



22501274858

WHY FRENLITE FLOUR IS A FRIEND TO EVERY WOMAN WHO COOKS

● Just two minutes reading this little book will interest you and may bring lasting benefit. It tells simply—and plainly—why thousands of expert cooks and experienced housewives prefer FRENLITE to any other flour. It makes success so sure that cooking is really a pleasure. This unique quality is due to skilful blending of the very finest British Wheat, and all the qualities so desirable for Home Cooking are perfectly “balanced” in FRENLITE FLOUR. The freshness of Home grown Wheat is passed on to your cakes and puddings.

As a user of FRENLITE you also become a shareholder in its success, as we explain overleaf.

J. W. FRENCH & CO., LTD.,

FLOUR MILLERS,

LONDON & WARE

Established over 80 years.

FOR LIGHT-HEARTED COOKING

HOW YOU SHARE IN THIS ALL-BRITISH SUCCESS

● First, of course, the whole family will benefit by the extra nourishment and purity of "FRENLITE." In addition to this, however, every user benefits in a practical way. On each bag of FRENLITE



FLOUR is a coupon and in exchange for these you receive splendid gifts. There are first-class articles for Household use, personal gifts, also toys and games for the youngsters. Every gift is British made and of guaranteed quality. We are able to make this generous offer only because FRENLITE users in increasing numbers are warmly recommending it to their friends. This is the most genuine, and finest possible advertisement.

Instructions for claiming your gifts on page 20.

Better Cooking—Better Health—Splendid Gifts. HOW THE GOOD NEWS SPREADS !

● Every week we are receiving unsolicited letters from users sending names and addresses of friends and requesting that we send them particulars of FRENLITE.

We wish it were possible to publish them all, but read the few following and then scan the fine selection of Gifts offered in the following pages. It's worth while using FRENLITE.

WHAT COOKS WHO HAVE TRIED FRENLITE SAY

Buxton Avenue, Caversham Heights.

Dear Sirs,—I must mention how much I appreciate the lightness of "FRENLITE" FLOUR. I have recommended it to several of my friends in Reading. It is so good it ought to be better known. Why do you not advertise?

(Mrs.) A. Hornsey.

Valley Drive, Brighton.

Dear Sirs,—I thought you would like to know I saw a sponge sandwich of yours at the Brighton Exhibition. I had hitherto only made these with sponge mixtures. Yours looked so nice, however, I tried one next day with "FRENLITE," it was delicious.

(Mrs.) M. V. Sanders.

Arthur Street, Ryde.

Gentlemen,—Very many thanks for the splendid kettle—I am delighted with it and am now saving coupons for my next gift. The flour is without question the finest I have ever used. I used it quite a long time before I realised there was a gift scheme.

(Mrs.) E. Prain.

Briarwood Road, London, S.W.4.

Gentlemen,—Many thanks for the double cooker that has arrived safely. I am very pleased with it. This is the third gift I have received from "FRENLITE" FLOUR. I should go on using it in preference to all others even if there were no coupons as I am convinced that with

no other flour could I obtain such excellent results in pastry and cake making.

(Mrs.) E. B. Sommer.

High Street, Woodstock.

Dear Sirs,—Your free gifts are really wonderful and "FRENLITE" is quite the best flour I have ever used. If you care to make use of this testimonial I shall be very glad.

(Miss) M. Budd.

Addison Crescent, Oxford.

Dear Sirs,—I am sure any housewife who uses "FRENLITE" Flour once will not use any other. Its quality is wonderful. I am enclosing a recipe of a cake made with "FRENLITE" which won first prize in a local competition. You may publish this if of interest.

(Mrs.) L. Bridgwater.

Coppice Side, Swadlincote,

Burton-on-Trent.

Dear Sirs,—I like "FRENLITE" FLOUR very much, I think it is the nicest flour I have ever used both for cakes and pastry. In fact I never use any other now.

(Mrs.) S. P. Redfern.

Fairacres Road, Oxford.

Dear Sirs,—I should like to state that I like "FRENLITE" Flour immensely. After having used it for several years I was tempted to try another brand some little while ago, but was glad to go back to "FRENLITE."

(Mrs.) E. Andrew.

**N.B. There are no Coupons with the
"Balance - Blend" Handkerchief Bag.**

Ask for FRENLITE Flour by name.



PRACTICAL HOUSEHOLD GIFTS

FIRST GRADE ALUMINIUM WARE.

99 per cent. pure British Metal, produced by British Labour in British Factories. Each article bears free replacement guarantee.

No. 1. **Mixing Bowl**, round base, with handle, 12 in. diam. **30 red coupons**

No. 2. **Ornamental Canister** (5150). **35 red coupons**

No. 3. **Flour (or Cereals) Bin**, with lid, 6½ in. diam. **40 red coupons**

No. 4. **Flour Dredger**, polished. **16 red coupons**

No. 5. **Stove Kettle**, frosted, specially heavy gauge, 3 pints **55 red coupons**
4 pints **64 red coupons**
6 pints **80 red coupons**

No. 6. **Tube Mould**.
1 pint **19 red coupons**
2 pints **24 red coupons**

No. 5052. **Aluminium Kettle**.

4 pints **45 red coupons**
6 pints **56 red coupons**
8 pints **72 red coupons**

No. 8. **Porringer**, frosted, strong, inner saucepan

2 pints **56 red coupons**

inner saucepan

3 pints **68 red coupons**

No. 9. **Saucepan and Cover**, heavy gauge, cut edge.

5-inch **32 red coupons**
6-inch **40 red coupons**
7-inch **55 red coupons**
8-inch **68 red coupons**

No. 10. **Vegetable Dish**, polished.
55 red coupons

No. 11. **Gravy Strainer**.
18 red coupons

No. 12. **Casserole and Cover**, frosted,
heavy gauge, cut edge.

2½ pints 35 red coupons
4 pints 40 red coupons
6 pints 48 red coupons
8 pints 64 red coupons

No. 13. **Jellette Moulds** (obtainable
only in sets of 4), complete set.
15 red coupons

No. 14. **Milk Saucepan**, lipped, strong,
heavy gauge, cut edge, special handles,
very serviceable.

5-inch 22 red coupons
6-inch 30 red coupons
7-inch 36 red coupons

No. 16. **Steamers**, to fit saucepans,
6 in. to 7½ in. diameter.
44 red coupons

to fit saucepans, 7½ in. to 9 in. diameter.
59 red coupons

No. 18. **Sink Tidy**. 21 red coupons

No. 17. **Colander**.
8-inch 35 red coupons
9-inch 38 red coupons
10-inch 48 red coupons
11-inch 52 red coupons

No. 19. **Graduated Measure**, polished,
marked in ounces and parts of a pint.

1 pint 24 red coupons
2 pints 32 red coupons

No. 20. **Jelly Moulds**, oval (also
supplied in round shape).

1 pint 14 red coupons
2 pints 19 red coupons

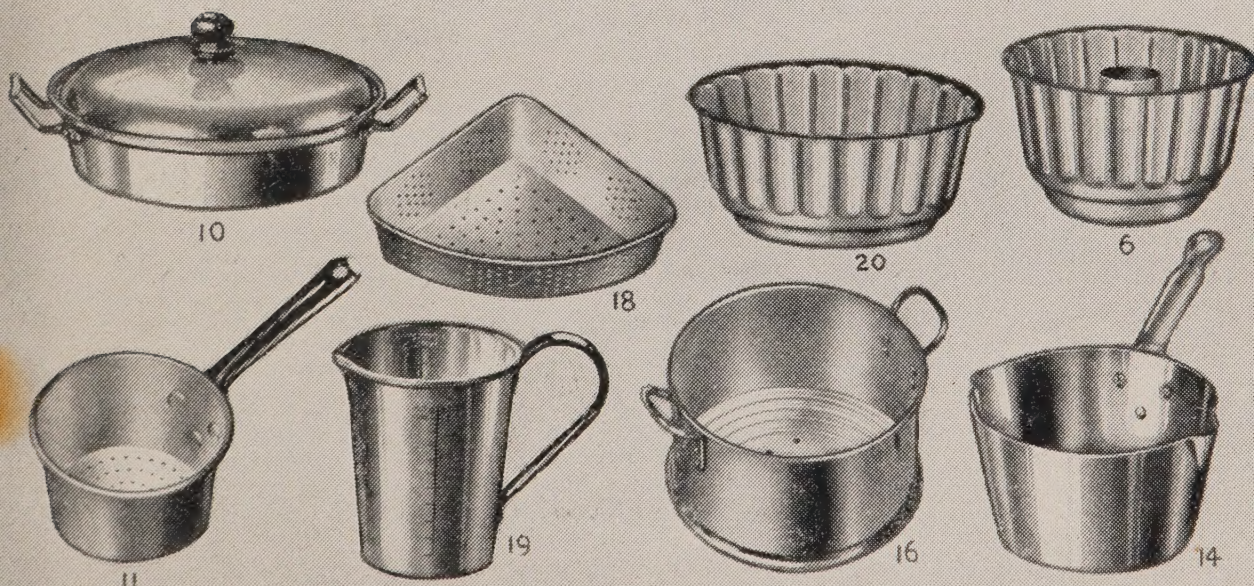
No. 21. **Toby Jug**, polished, heavy
substance, cut edge, 1 pint.
32 red coupons

No. 21a. **Hot Water Jug**, polished,
with lid. 2 pints 65 red coupons
3 pints 75 red coupons

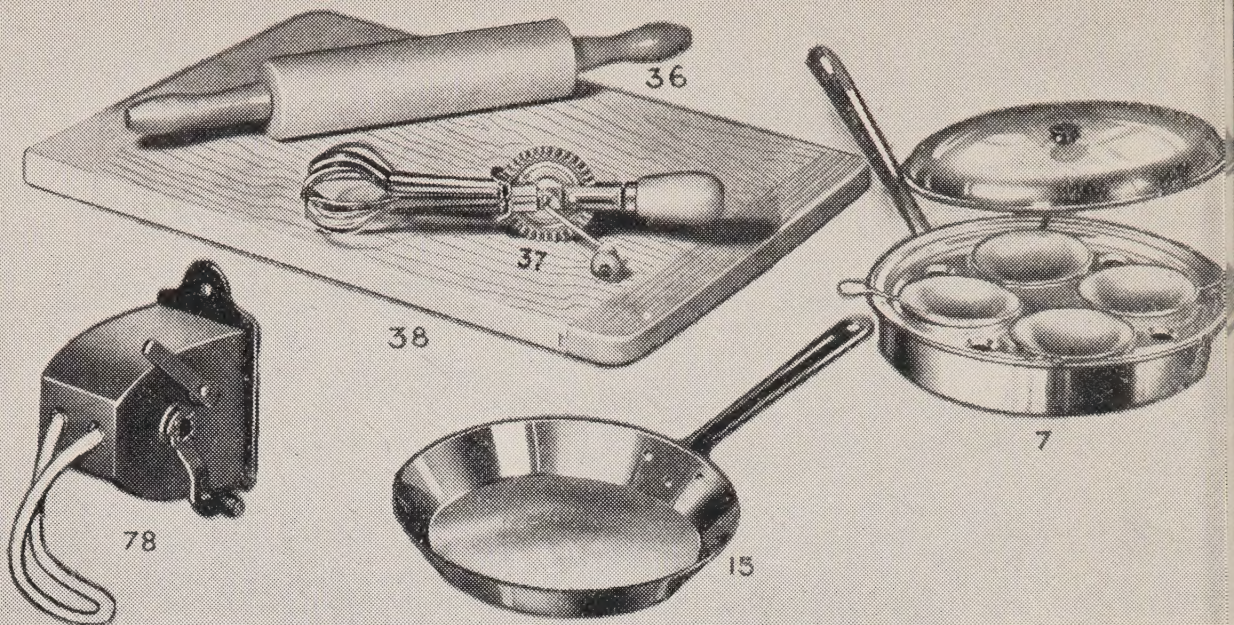
No. 27. **Sandwich Tins** (Deep), one
each, 7 in., 8 in. and 9 in.
42 red coupons

No. 27a. **Sandwich Tins** (Shallow).
per pair 7-inch 25 red coupons
per pair 8-inch 30 red coupons
per pair 9-inch 33 red coupons

3 White or 2 Blue Coupons count as 1 Red.



FOR LIGHT-HEARTED COOKING



No. 7. Egg Steamer.

1 egg	20 red coupons
2 eggs	30 red coupons
3 eggs	42 red coupons
4 eggs	54 red coupons

No. 15. Frypans, heavy gauge, cut edge.

8-inch	30 red coupons
9-inch	34 red coupons
10-inch	38 red coupons
11-inch	44 red coupons

No. 22. Coffee Pot, polished, very handsome. 2 pints

80 red coupons

No. 24. Faceted Teapot, attractive shape.

1½ pints	56 red coupons
2 pints	63 red coupons
3 pints	74 red coupons

No. 25. Plate Cover.

7-inch	25 red coupons
8-inch	31 red coupons
9-inch	35 red coupons

No. 26. Cake Tin (loose bottom).

4-inch	17 red coupons
5-inch	19 red coupons
6-inch	24 red coupons
7-inch	28 red coupons

No. 28. Deep Saucepan Fryer, with basket.

4 pints	66 red coupons
6 pints	76 red coupons

No. 29. Pie Dish.

8-inch	16 red coupons
9-inch	20 red coupons
10-inch	22 red coupons
11-inch	28 red coupons
12-inch	37 red coupons

No. 30. Bake Pan, without grid.

11-inch	36 red coupons
13-inch	44 red coupons

No. 30a. Bake Pan, with grid.

11-inch	44 red coupons
13-inch	52 red coupons

No. 31. Wash Bowl.

12-inch	34 red coupons
13-inch	39 red coupons
14-inch	45 red coupons
15-inch	52 red coupons

No. 32. Cook's Sieve.

60 red coupons

No. 33. Butter Dish, glass lined, with cover.

36 red coupons

No. 34. **Round Jelly Mould.**
1 pint 14 red coupons
2 pints 18 red coupons

No. 36. **Rolling Pin,** Beech, revolving
9 in. roller. 16 red coupons

No. 37. **Egg Whisk,** 8-beater, very
effective. 18 red coupons

No. 38. **Pastry Board.**
20 in. by 14 in. 30 red coupons

No. 109. **Bread Board,** English sycamore.
26 red coupons

No. 77. **Household Mincer,** latest
non-slip type, four cutters, well
finished. 42 red coupons

No. 78. **"Evancon" Clothes Line,**
for indoors, out of sight when not in
use. 20 red coupons

No. 98. **Household Scale,** weighs up
to 28 lbs., graduated 2 ozs., round pan,
white dial, adjusting screw, finished
green and gold. 61 red coupons

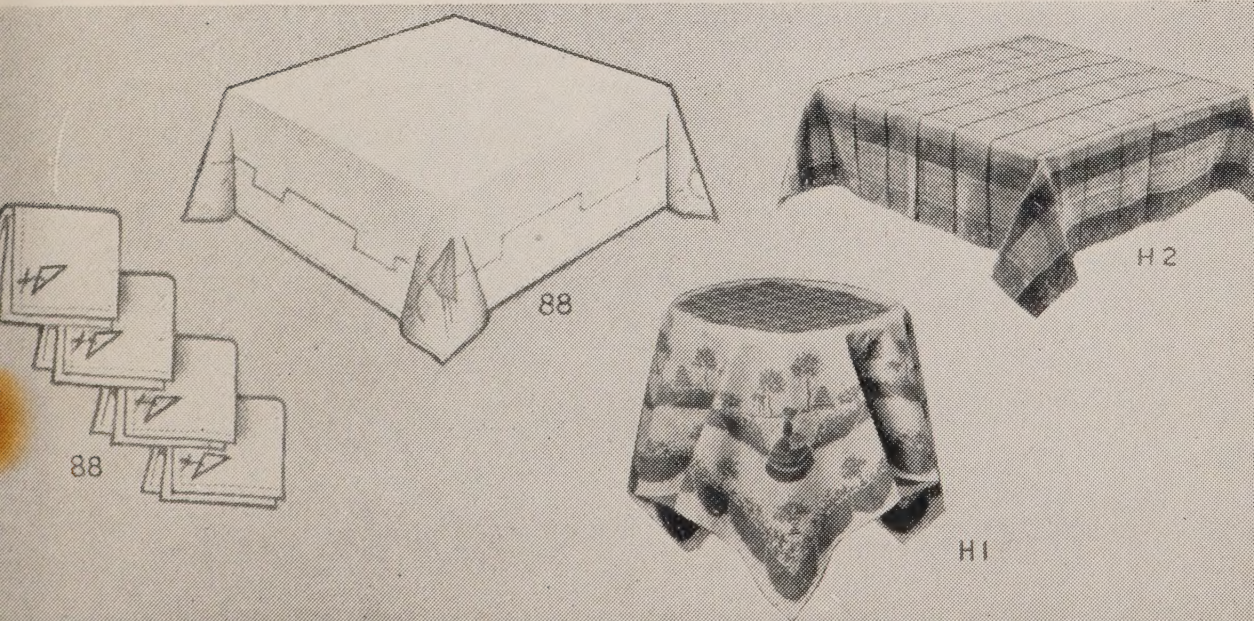
A FINE SELECTION OF SOFT GOODS

No. H.1. **Afternoon Tea (or Picnic)**
Cloth, attractive design.
Size 36 in. by 36 in. 15 red coupons

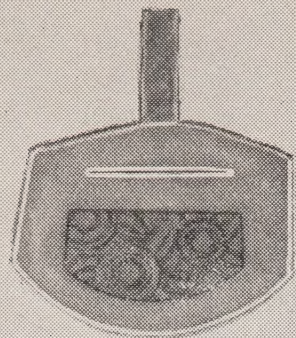
No. H.2. **Table Cloth,** Holland linen,
coloured check pattern, in Blue—Gold—
or Green. Size 50 in. by 50 in.
24 red coupons

No. 88. **Tea Set.** Irish linen cloth and
four napkins, hemstitched and appli-
qued, made from good quality embroi-
dery linen. Applique work in Gold/
Blue, Green/Gold, Gold/Tango.
Cloth 36 in. by 36 in., Napkins 11 in.
by 11 in. 47 red coupons

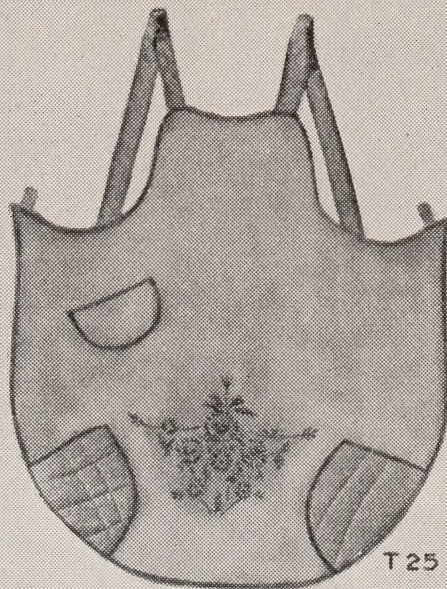
3 White or 2 Blue Coupons count as 1 Red.



FOR LIGHT-HEARTED COOKING



T 41



T 25



93



101

FINEST QUALITY IRISH LINEN

No. 86. Cream Linen Table Cloth, three-colour border, predominating colours, Blue, Green, Gold, Pink. Size 52 in. by 52 in. **44 red coupons**
Size 52 in. by 70 in. **59 red coupons**

No. 87. Check Crêpe Irish Woven Cloth, white ground with two-colour checks. Gold/Green, Salmon/Faint Black Lines. Size 54 in. by 54 in. **48 red coupons**

No. 91. Linen Glass Cloths, hemmed, lettered in red "Glass" or "Tea." Size 19 in. by 29 in.
per 4 **32 red coupons**
per 2 **18 red coupons**

No. 92. Linen Glass Cloths, hemmed, size 24 ins. by 35 ins.
per 3 **40 red coupons**
per 2 **27 red coupons**

No. 93. Ladies' Initialled Linen Cambric Handkerchiefs (34), 11 in. State Initial Letter required.
per half-dozen **27 red coupons**

No. 94. Ladies' Linen Cambric Handkerchiefs (38), 11 in.
per half-dozen **21 red coupons**
per dozen **38 red coupons**

No. 95. Men's Plain Linen Cambric Handkerchiefs (39), 18 in.
per half-dozen **43 red coupons**

No. 97. Roller Towel, 16 in. by 2½ yds
27 red coupons

TRACED LINEN GOODS.

For home embroidery, if desired.

No. T.24. Peg Apron, brown linen with coloured bias binding. **15 red coupons**

No. T.25. Oven Apron, strong cream linen, special pan holder pockets, adjustable to sizes, bound coloured bias binding. **35 red coupons**

No. T.26. Gardening or Outdoor Apron, with two pockets, very strong, brown linen with coloured bias binding. **28 red coupons**

No. T.41. **Darning Bag**, brown linen.
To hang over arm. With fancy edging,
stamped attractive design each side,
two pockets. **21 red coupons**

No. T.42. **Guest Towel**, coloured linen
huckaback, Hand-drawn hemstitched
ends. Guaranteed fadeless colours,
Blue, Rose, Gold, Green and Peach.
Size 24 in. by 15 in. approx.
20 red coupons

BRITISH MADE COTTON GOODS

No. 89. **Tea or Supper Cloth**,
bleached cotton. Size 36 in. by 36 in.
32 red coupons

No. 105. **Turkish Towel**, Size 25 in. by
50 in. Hard wearing, absorbent,
attractive colours. **19 red coupons**
per pair, as illustrated **33 red coupons**

No. 90. **Tea Cloth**, bleached cotton.
Size 52 in. by 52 in. **32 red coupons**

No. 108. **White Admiralty Towel**.
Size 24 in. by 48 in. Coloured border.
18 red coupons

No. 101. **Jazz Sponge Cloths**, assorted
colours. Size 16 in. by 16 in.
per three **10 red coupons**
per six **16 red coupons**

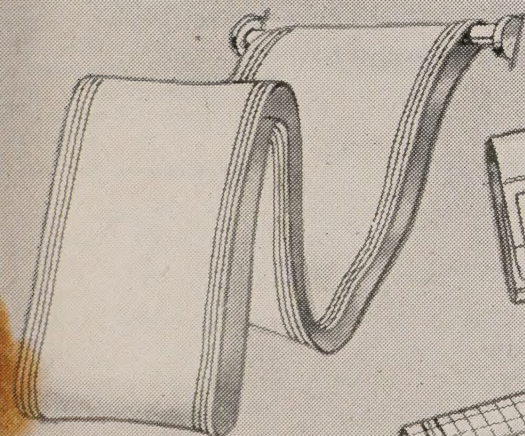
No. 106. **Plain Buttoned Pillow Cases**.
Size 20 in. by 30 in., special hard-
wearing quality by leading makers.
each **15 red coupons**

No. 102. **Check Glass Cloths**, honey-
comb weave, assorted colours. Size
21 in. by 32 in., hemmed.
per pair **14 red coupons**

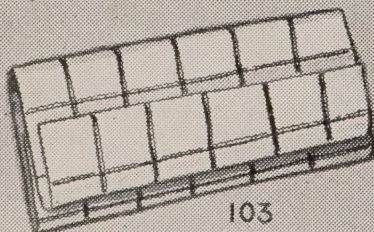
No. 107. **Bolster Case**, quality as above.
Size 20 in. by 60 in.
each **25 red coupons**

No. 103. **Wide check, Glass Cloths**, as
illustrated. per pair **14 red coupons**

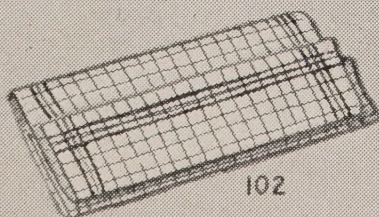
3 White or 2 Blue Coupons count as 1 Red



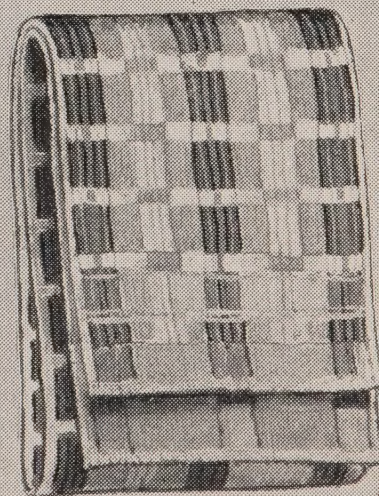
97



103



102



105

FOR LIGHT-HEARTED COOKING

TRY THESE NEW RECIPES USING

"FRENLITE" FAMILY CAKE.

8 ounces "FRENLITE" Self-raising Flour.
4 ounces Butter. 4 ounces Sultanas.
4 ounces Castor 2 Eggs.
Sugar. Milk to mix.
Pinch of Salt.

Cream butter and sugar. Beat in eggs, add flour, then sultanas and milk to mix, put into prepared tin and bake about 1 to 1½ hours.

NOTE.—Currants, Raisins or Cherries may be used instead of Sultanas, as desired.

A new FRENLITE Recipe for your Scrap Book

ALMOND SLICES.

Pastry.

4 ozs. "FRENLITE" Self-raising Flour.
4 ozs. "FRENLITE" Cake Flour.
6 ozs. Butter or Margarine.
2 ozs. Whole Almonds.

Mix flour and cake flour, cut fat into lumps and add the flour, mix to a stiff paste with cold water. Roll out on floured board and place on shallow sandwich tins. Spread with apricot jam.

Filling Mixture.

2 ozs. Ground Almonds.
2 ozs. Desiccated Cocoanut.
½ oz. Ground Rice.
8 ozs. Castor Sugar.
Whites of 3 Eggs.

Mix all the above together in pan and warm up, stirring while heating. Pour over the jam and spread evenly. Sprinkle on top 2 ozs. whole almonds (blanched). Bake 40 mins. at 425°F. When cold cut into fingers.

SHORT CRUST.

8 ozs. "FRENLITE" Self-raising Flour.
2 ozs. Margarine. 2 ozs. Lard.
Yolk of one Egg. Pinch of Salt.

Add salt to flour, rub in fat and make into smooth rather dry paste with egg and a little cold water.

Use as required for meat or savoury pies. When to be used for sweet or fruit tarts add a small teaspoon of castor sugar.



MY RECIPE

To paste in your
Thumb Index.
Foreword by Mrs.
24 R.

SULTANA SCONES.

8 ozs. "FRENLITE"
Self-raising Flour.
2 Teaspoonfuls of White
Sugar.
1 oz. Butter.

2 ozs. Sultanas.
Quarter-pint Milk.
Pinch of Salt.

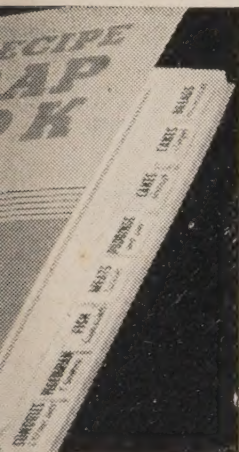
Rub butter into flour, mix in sugar and sultanas, add milk, and mix to light dough, turn on to a floured board, roll out 1-inch thick, brush with eggs and milk, cut to shapes and bake about 15 minutes. Split and butter hot.

FRENLITE "BALANCE-BLEND" FLOUR

FLAKEY PASTRY.

8 ozs. "FRENLITE" Flour 6 ozs. Butter.
(Self-raising or Plain). Margarine or Lard.
Pinch of Salt. Cold water to mix.

Divide the butter into four parts. Put flour and salt into a basin, rub in lightly one part of the butter and mix to a stiff paste with cold water. Roll out on floured board, drop on one part of butter in little pieces, fold in three, turn over and roll again. Repeat this with the remaining portions of butter, roll out lightly and use as required. Bake in hot oven.



RECIPE BOOK.
cuttings. 48 pages.
in cloth boards.
Cottingham Taylor.
upon.

DEAN'S PUDDING.

6 ozs. "FRENLITE" 6 ozs. Butter or
Self-raising Flour. Margarine.
6 ozs. Brown Sugar. 2 Eggs, well beaten.

Cream butter and sugar, add eggs, mix in the flour. Well grease a mould or basin. Put in first three tablespoonfuls of stoned raisins, then the mixture. Boil two hours.

BIRTHDAY or CHRISTMAS CAKES.

12 ozs. "FRENLITE"	4 ozs. Ground
Self-raising Flour.	Almonds.
8 ozs. Butter or	8 ozs. Demerara
Margarine.	Sugar.
8 ozs. Sultanas.	Half-teaspoonful
8 ozs. Currants.	Ginger, Nut-
4 zs. Peel.	meg., Salt.
4 ozs. Glacé	3 Eggs.
Cherries.	3 Tablespoonfuls
	of Milk.

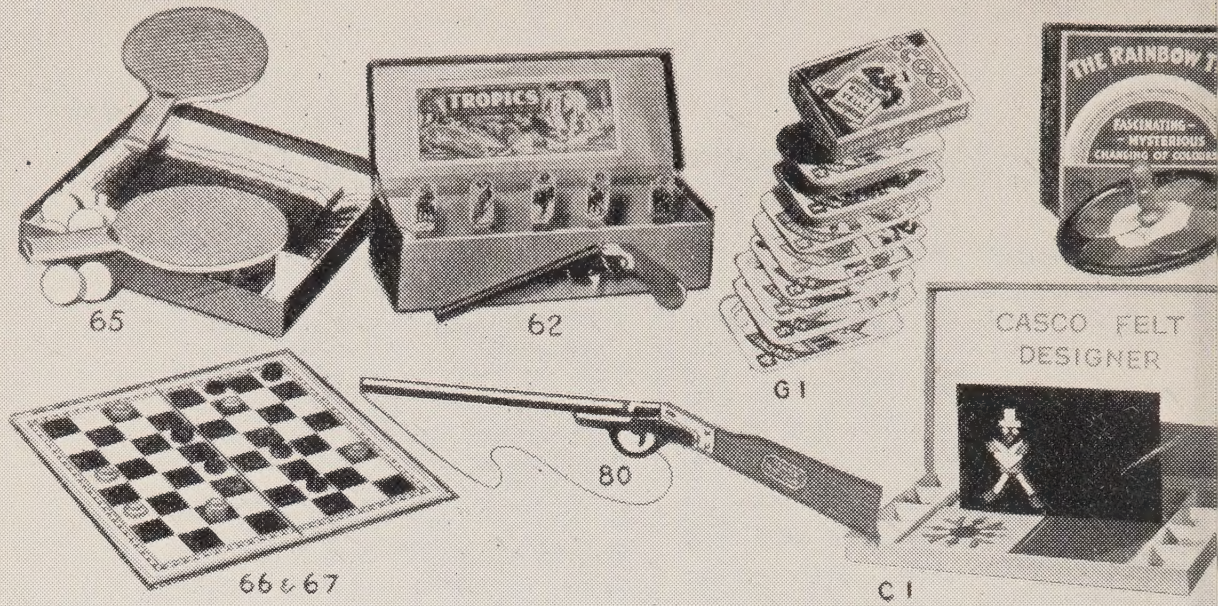
Rub butter lightly into flour, add sugar, almonds, nutmeg, ginger and salt. Beat eggs, add milk, then stir lightly into flour, etc. Add peel and cherries finely chopped, then sultanas and currants. Put into well-greased tin and bake in a slow oven for four hours.

JERSEY PUDDING.

5 ozs. "FRENLITE"	4 ozs. Sugar.
Self-raising Flour.	2 Eggs.
4 ozs. Butter or	Milk as required
Margarine.	

2-lb. Apples.	2 tablespoonfuls
Quarter-pint	Sugar.
Water.	

Prepare apples and stew in the water, adding the two tablespoonfuls of sugar, until tender. Cream the 4 ounces sugar and butter together, add eggs and beat well, stir in flour, gradually adding milk as required to make soft batter. Grease pie-dish, put apple in pie-dish first and then add the batter, bake in moderate oven about 1½ hours. Sufficient for six persons.



A SELECTION OF POPULAR GAMES

No. 62. **"Tropics"** shooting game, with five animal targets, pop gun, plentiful supply of corks. **34 red coupons**

Nos. 66 and 67. **Draughtsmen and Draughtsboard** together. **28 red coupons**

No. 63. **"Over,"** Unique Dart and Cricket Game. Splendid indoor entertainment. Complete with 6 De Luxe Saf-T-Darts and Scoring Block. **48 red coupons**

No. 79. **Rainbow Top**, 7 in. diam., changes colour while it spins, fascinating, quiet, runs on rubber. **18 red coupons**

No. 65. **Table Tennis Set**, bats rubber covered one side, sanded other side, wide net, 4 balls, rules. **41 red coupons**

No. 80. **Pop Gun**, strong, effective (20 in.), perfectly safe. **20 red coupons**

No. 66. **Draughtsmen**, complete set, new interlocking pattern. **15 red coupons**

No. G.1. **"Scoop."** This card game causes a riot of fun; as advertised **12 red coupons**

No. 67. **Draughtsboard**, 17 in. square. **15 red coupons**

No. C.1. **"Casco" Felt Designer**. You can make hundreds of designs. A fascinating new pastime of interest to all ages. Educational—amusing. In box complete with instructions. **38 red coupons**

3 White or 2 Blue Coupons count as 1 Red

DEAN'S FAMOUS HYGIENIC DOLLS & TOYS

No. D.1. "Rip," remarkably lifelike,
10 in. high. **34 red coupons**

No. D.2. "Laddie," a splendid little lad,
8½ in. high. **26 red coupons**

No. D.3. "Bunnikins," white mohair
and plush art. silk. Sky or Buttercup,
cuddly but robust, 13 in. high.
38 red coupons

No. D.4. "Eskimo," attractive, trimmed
white plush and ribbons, 16 in. high.
39 red coupons

No. D.5. "Bubbles," soft, light, cuddly,
soothing, 15 in. high. **44 red coupons**

No. D.6. "Golliwog," an old favourite,
10 in. high. **36 red coupons**

No. D.7. "Donald Duck," D.1792.
A lovable cuddly toy. Soft white plush
and velvet. 11 in. **40 red coupons**

No. D.8. **Great Big Midget Books.**
9 red coupons

No. D.9. **Dean's Everyday Story Book.**
15 red coupons

- (a) Grand Time Tales (ages 7-10).
- (b) Boys' Book of Stories (ages 10-14).
- (c) The Jolly Girls' Book (ages 10-14).

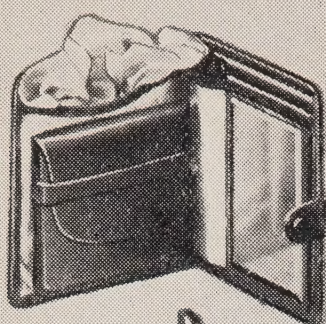
No. D.10. **A paintless Painting Book,**
48 pages. **10 red coupons**

No. D.11. "Storyland," combined
stories and painting, 32 pages.
10 red coupons

3 White or 2 Blue Coupons count as 1 Red.



FOR LIGHT-HEARTED COOKING



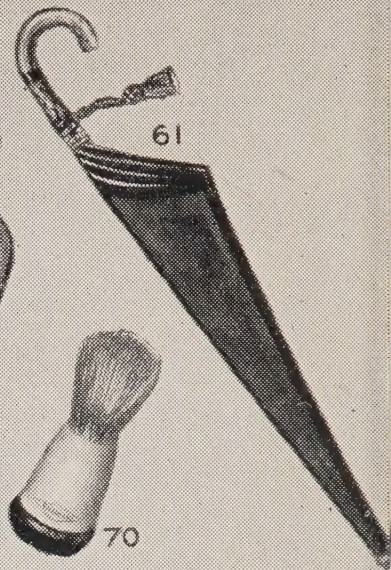
41



47



55

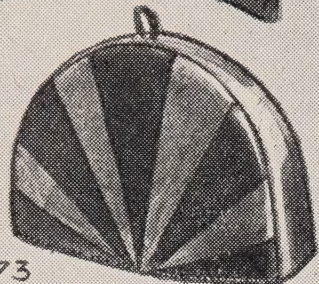


61



70

73



PRESENTS FOR LADIES & MEN

No. 41. **Vanity Case** (112), Persian Leather, Crêpe-de-Chine Handkerchief Puff, Cigarette Case, Mirror, Pocket for Treasury Notes, lined Moiré Silk. Colours: Black, Navy, Beige, Red, Green, Nigger and Saxe.

64 red coupons

No. 44. **Propelling Pencil**, in range of colours, strong, handsome, propels and repels, leads and eraser in cap, pocket clip.

12 red coupons

No. 47. **Fountain Pen** with clip. Strong, serviceable, improved pattern stud self-filler.

Only 12 red coupons

No. 84. **Fountain Pen**, 14 carat gold nib, irridium tipped, with untarnishable clip and band. Colours: Black, Black/Pearl, Green/Black/Pearl, Black/Green.

25 red coupons

No. 61. **Lady's Umbrella**, Chubby Crook, fancy Celluloid handle, 20 by 10. Fox Frame, very fine silk mixture. Colours: Brown, Navy and Black.

85 red coupons

No. 61a. **Man's Umbrella**, Malacca, crook handle, chromium tip-cup, Fox frame, fine quality British made cotton taffeta cover.

85 red coupons

No. 69. **Gillette New Style Razor Blades.** per ten **28 red coupons**
per five **15 red coupons**

No. 70. **Gillette Shaving Brush**, carefully selected bristles, rubber cored, in white unbreakable handle. Sterilized and guaranteed free from anthrax.

28 red coupons

No. 73. **Rexine Tea Cosy** (TC11), two colour sun ray design.

32 red coupons

No. 85. **Art. Silk Hose. Finest Quality.** Fully fashioned, elastic Lisle top and reinforced toe splicing, dull finish. Sizes 9 and 9½. Colours: Airplane Grey, Riviera, Crashtone.

30 red coupons

No. 11a. **Aluminium Hot Water Bottle.**

24 red coupons

No. 55. **Hot Water Bottle**, seamless rubber. Green, Blue, Cherry, or Terracotta. 2 quart size **32 red coupons**
3 quart size **36 red coupons**

No. 100. **Hot Water Bottle Covers**, Velour. Colours: Gold, Pink, Blue and Mauve, for 2 pint and 3 pint Seamless; and 8 in. by 12 in. Fabric (state size required).

20 red coupons

No. 96. **Men's Irish Knit Socks** (48).
 per pair 18 red coupons
 per 2 pairs 32 red coupons

No. 99. **Hot Water Bottle**, "Edinburgh"
 Fabric (very strong), in Red or Drab.
 Size 8 in. by 12 in. 46 red coupons

A SELECTION OF CUTLERY & PLATE

No. B.1. **Dessert Knives**, fine quality,
 mirror polished, stainless.
 Three knives 33 red coupons
 Half-dozen 63 red coupons

No. B.2. **Table Knives**, quality as B.1.
 Three knives 40 red coupons

No. B.3. **Pastry Server**, Chrome-plated.
 14 red coupons

No. I.1. **Grape Fruit Knife**, curved,
 serrated, highly polished, stainless
 blade. 21 red coupons

No. I.2. **Pickle Fork**, attractive design,
 silver plate on nickel silver. 12 red coupons

No. O16. **Bread Knife**, mirror finish,
 stainless blade, diamond saw edge,
 ivory grained spire-shaped handle.
 28 red coupons

No. AO16. **Cake Knife**, spear point,
 super mirror finish. Companion to
 bread knife. 23 red coupons

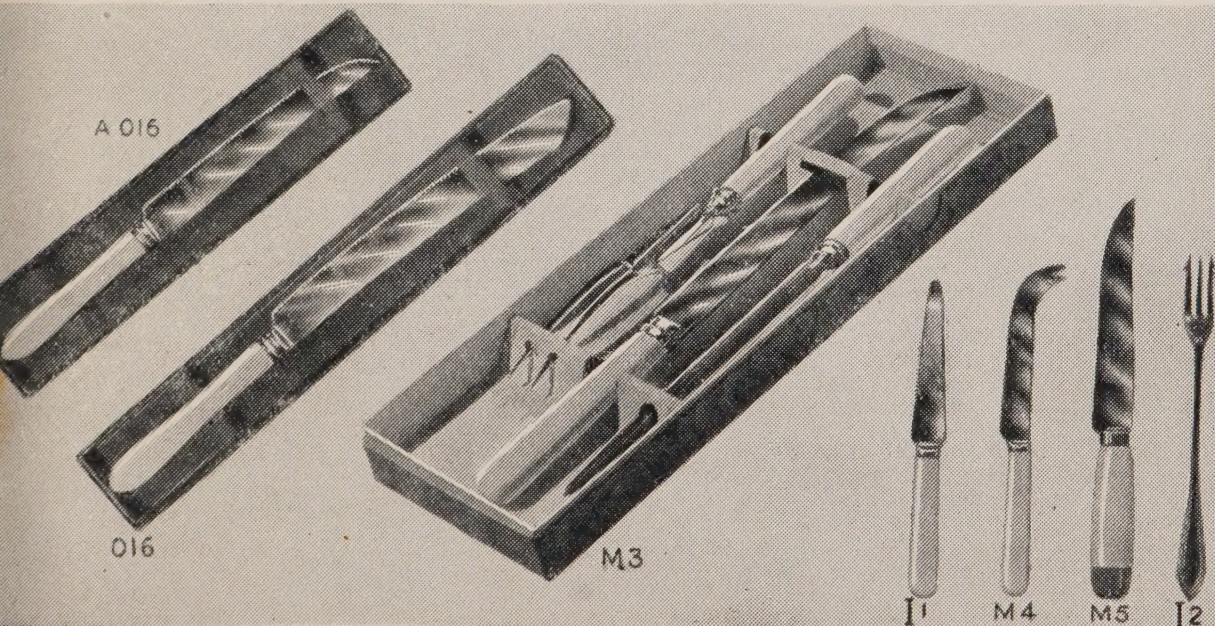
No. M.2. **Carving Set**, 2-piece. Knife
 handground mirror polished. Special
 forged steel Fork. 50 red coupons

No. M.3. **Carving Set**, 3-piece, as above,
 including hand-forged Knife Steel.
 60 red coupons

No. M.4. **Cheese Server**, mirror
 polished stainless, ivory grained handle.
 14 red coupons

No. M.5. **Utility Knife**. Stainless mirror
 finished blade, saw edge; ideal for
 fruit and vegetables. 12 red coupons

No. 522. **Tea Knives**. Handground
 super stainless blade, latest pattern
 ivory grained handles.
 Three knives 36 red coupons
 Half-dozen 64 red coupons



FOR LIGHT-HEARTED COOKING



CHROMIUM ON NICKEL SILVER Tea Spoons.

per $\frac{1}{4}$ dozen 14 red coupons
per $\frac{1}{2}$ dozen 26 red coupons

Dessert Spoons, Dessert Forks or Porridge Spoons.

per $\frac{1}{4}$ dozen 26 red coupons
per $\frac{1}{2}$ dozen 51 red coupons

Table Spoons, Table Forks or Soup Spoons.

per $\frac{1}{4}$ dozen 32 red coupons
per $\frac{1}{2}$ dozen 64 red coupons

No. 48. Improved Kiddies' Set, strong,
handsome, all British, comprising:
Knife, fork and spoon, attractively
boxed. Only 16 red coupons

FINEST ELECTRO PLATE.

Tea Spoons.

per $\frac{1}{4}$ dozen 23 red coupons
per $\frac{1}{2}$ dozen 42 red coupons

Dessert Spoons, Dessert Forks or Porridge Spoons.

per $\frac{1}{4}$ dozen 44 red coupons
per $\frac{1}{2}$ dozen 80 red coupons

Table Spoons, Table Forks or Soup Spoons.

per $\frac{1}{4}$ dozen 50 red coupons

USEFUL LEATHER GOODS

No. 39. Dance or Slipper Case, size
12 in. by 7 in. by 3 $\frac{1}{2}$ in. Colours: Black,
Brown, Blue, Dark Green, Beige, Wine.
48 red coupons

No. 59. Fibre School or Lunch Attache
Case, double lock, with keys, vul-
canised corners.

14-inch 43 red coupons
16-inch 48 red coupons

No. 40. Lady's Handbag, superior
quality, real morocco, Zipp Fastener,
extra securing tab. Black, Brown and
Navy. 74 red coupons

No. 74. Shopping Bag, (SB27) Leather
Cloth. 20 red coupons

No. 51. **Vanity Pouchette** (313), Tweed Calf, lined Moiré Silk, with Purse, Cigarette Case, Mirror, Comb, Puff and Lipstick. Colours : Pink, Brown, Light Green, Saxe Blue and Dark Blue.
85 red coupons

No. 52. **Vanity Case** (252), as No. 41 illustrated, but without Treasury Note Pocket, same colours. **56 red coupons**

No. 53. **Treasury Note Case** (18), real morocco, pockets for season ticket cards and stamps. **30 red coupons**

No. 54. **Letter Wallet**, Persian, in Tan, Nigger or Navy. **32 red coupons**

No. G.1. **Hat Box**, morocco grained, waterproof, size 14 in. by 13½ in., lock, adjustable swing handle, soft lid. Colours : Black, Brown, Blue, Green.
67 red coupons

No. G.2. **Overnight Case**, companion to Hat Box, same colours, two locks, pocket at back, 18 ins. long, the very latest. **87 red coupons**

No. G.3. **Weekend Case**. Brown fibre, two locks, strong handle. Size 20 in. by 11½ in. by 7 in. deep. **48 red coupons**

No. G.4. **Expanding Case**. Expanding fittings with safety locks, adjustable handle. Size 24 in. by 14½ in. by 9½ in. fully open. **89 red coupons**

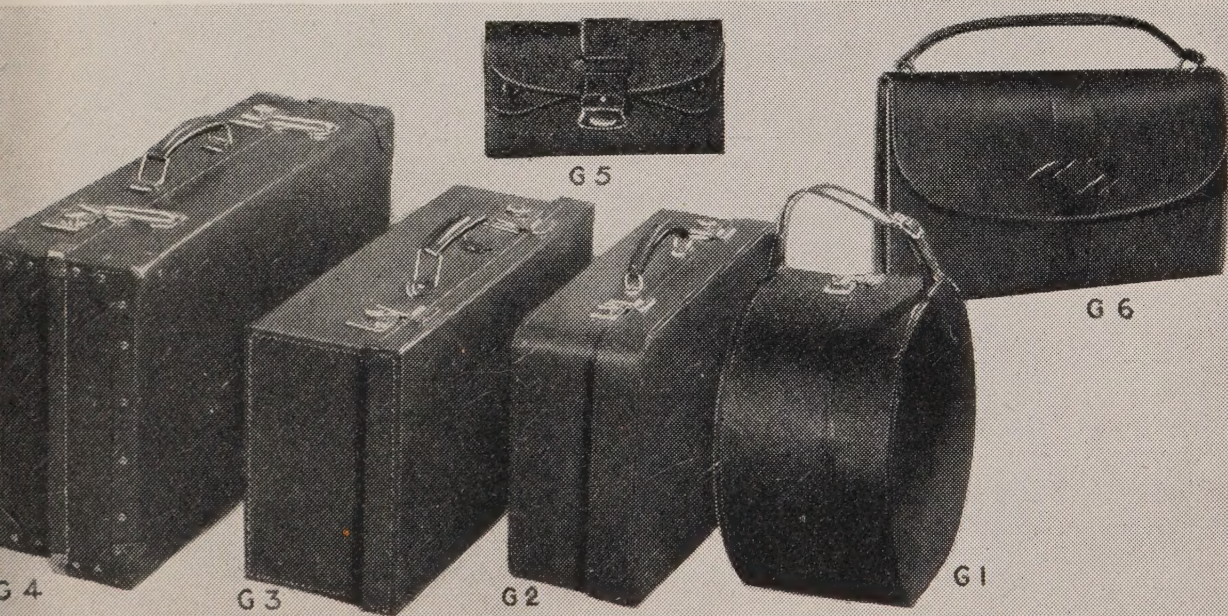
No. G.5. **Shopping Purse**. Strong grained morocco, four pockets, surprise note case, etc., 5¾ in. by 2½ in. **36 red coupons**

No. G.6. **Handbag**. Grained waterproof, smart swing handle, art. silk lining. Size 9½ in. by 6 in., in Black, Brown, Navy or Green. **44 red coupons**

No. G.7. **Shopping Bag**. Attractive leather squares, lined, leather handles. Size 14 in. by 14½ in. **35 red coupons**

No. G.8. **Music Case**. Stout brown split cowhide, strong handle, nickel bar. When closed 15 in. wide by 11 in. deep. **60 red coupons**

3 White or 2 Blue Coupons count as 1 Red



FOR LIGHT-HEARTED COOKING

OUR FLOUR HAS SECURED THE FOLLOWING LEADING HONOURS

Bread, Cakes and Pastries made from
Messrs. French & Co.'s Flour have secured
leading honours, including :—

THE 100 GUINEAS CHALLENGE CUP,
THE CHAMPIONSHIP OF THE FOOD
AND COOKERY EXHIBITION, and
OVER 100 GOLD MEDALS.

*The best of all reasons
why you should insist on*

FRENLITE

FRENLITE 'BALANCE-BLEND' FLOUR

WHEN SHOPPING

*this is the Bag
to remember*



FOR LIGHT-HEARTED COOKING

INSTRUCTIONS FOR CLAIMING YOUR GIFT.

Print your name and address very plainly on a sheet of paper. State clearly the number of each Coupon (Red, Blue or White). State the Gift you desire.

Enclose in envelope with the Coupons and post to :—

Gift Department,

“Frenlite” Flour Mills, WARE, Herts.

See that you have sufficient coupons for the Gift desired. Paste the Coupons on to sheets of paper to prevent loss.

NOTE CAREFULLY

3 WHITE Coupons count as 1 RED.

2 BLUE Coupons count as 1 RED.

The Coupons sent must equal the number of Red stated.

EXAMPLE.—For a Mixing Bowl, 30 RED or 60 BLUE or 90 WHITE Coupons.

RED Coupons on 3-lb. Bags of “Frenlite” Flour (2 Red with each 6-lb. Bag).

BLUE Coupons on 1½-lb. Bags. **WHITE** Coupons on 1-lb. Bags.

The number of Coupons for each Gift is stated in **RED** Coupons which are to be found on **3-lb. Bags of “Frenlite” Flour.**

Buy “FRENLITE” in 3-lb. Bags !

Gifts are despatched direct from the various factories where they are made, and when more than one Gift is applied for they may not, therefore, arrive together.

FRENLITE
Self-Raising Flour

is Packed in

1 lb, 1½ lb, 2 lb, 3 lb, 6 lb bags

Also use

FRENLITE

PLAIN FLOUR

CAKE FLOUR

CORN FLOUR

All equally good.

ALL CONTAIN COUPONS.

N.B.—There are no Coupons with the “Balance-Blend”
handkerchief bag. Ask for FRENITE Flour by name.

THE IMPORTANCE OF
Freshness
IN FLOUR

From the time the Golden Grain reaches our Mills until the flour bags are sealed, "FRENLITE" is untouched by hand.

All the delightful freshness, purity and nourishment are retained for your benefit.

You become a better cook than ever with "FRENLITE."

J. W. FRENCH & CO. LTD.
LONDON & WARE